



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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COVERED CALIFORNIA ANNOUNCES HEALTH INSURANCE PLANS THAT WILL BE SOLD THROUGH THE COVERED CALIFORNIA MARKETPLACE

Media Only

WHAT: Covered California will announce the health insurance plans that will be offered by private insurance companies through Covered California once the marketplace goes online in the fall.

These plans will be available to the 5.3 million Californians who can purchase insurance through Covered California. Many may qualify for federal subsidies to help pay for their monthly insurance premiums.

WHO: *Diana Dooley*, Board Chair, Covered California
Peter V. Lee, Executive Director, Covered California

WHEN: **9 a.m. to 10:30 a.m., Thursday, May 23, 2013**

WHERE: The California Museum
1020 O Street
Sacramento, CA 95814

Press conference will also be available via webcast at <http://bit.ly/GGKZqS>.

Reporters may ask questions in person or by calling 1 (800) 447-0521. Use code #34921963 to access the call. Reporters are asked to call in 15 minutes ahead for verification purposes.

(more)

About Covered California

California was the first state to create a health benefit exchange following the passage of federal health care law. Covered California is charged with creating a new insurance marketplace in which individuals and small businesses can get access to health insurance. With coverage starting in 2014, Covered California will help individuals compare and choose a health plan that works best for their health needs and budget. Financial help will be available from the federal government to help lower costs for people who qualify on a sliding scale. Small businesses will be able to purchase competitively priced health plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits. Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and Legislature.

For more information on Covered California, please visit www.CoveredCA.com.

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